

Total Image Communications

An Executive Performance, LLC Affiliate

Mastering the power of the pen...



About Alicia Evans

Described as a master of crafting the written word into powerful corporate message, Ms. Evans is considered a prolific wordsmith architect. A seasoned public relations counselor, Ms. Evans is a principal of **Executive Performance** and president of its affiliate, [Total Image Communications](#), utilizing her top-notch writing and marketing communications skills to help clients build and maintain brand leadership, enhance visibility, and solidify positioning as authorities in their respective fields.

Ms. Evans earned her degree in communications from [Hofstra University](#) and is the co-author of [The Mosaica Guide for Cultural Communicators](#).

Considered a contemporary scribe, Ms. Evans enables clients to create campaigns that engender positive responses, build trust and create impenetrable advantages in today's competitive marketplace. Understanding the role of a client's sustainable value, Ms. Evans engages in strategic planning which result in the development of innovative campaigns and public relations initiatives for varying corporations, municipalities, non-profit organizations, pharmaceutical firms and others. Celebrating two decades in the industry, Ms. Evans' expertise has been engaged by: [Ford Motor Company](#), [Kraft Foods](#), [Burger King](#), [Ortho McNeil](#), [Ortho-Biotech](#), Jansen Pharmaceuticals, the United Nations Summit Closing Concert at Madison Square Garden and the "[Harlem Song](#)" musical created by multi-Tony-award winner George C. Wolfe. She currently is serving as Press Secretary to the President of the [U. S. Conference of Mayors](#). With a niche in serving government and educational clients, she has provided counsel to the following Long Island school districts: [Freeport](#), [Hempstead](#), and [Roosevelt](#); and to some of the following government agencies: [Nassau County](#), [Town of Hempstead](#), [Town of North Hempstead](#), and the [Village of Westbury](#).

Ms. Evans has developed a following as a top PR counselor with successful ability to utilize her writing skills to deliver powerful speeches, on-target press releases, newsletters, brochures and presentations. Ms. Evans is said to be the epitome of a seasoned PR practitioner; one who is extremely driven with a mercurial mind, a wealth of ideas and unique ability to use writing to master the power of the pen prompting the natural emergence of goodwill...and profits.

In addition, Ms. Evans has become known as one of the most innovative special event planners and expert in reaching grassroots communities. As our nation grows in diversity, Ms. Evans is the creator of the [Culturally Dynamic Awareness Building™](#) (C-DAB) process. C-DAB™ is a cutting-edge approach to public relations initiatives, which incorporate grassroots methodologies and techniques targeting specific audiences with material sensitive to cultural nuances of a community. The C-DAB process has enhanced Ms. Evans ability to fine-tune diversity outreach approaches resulting in successful returns for clients.

Demand is great for Ms. Evans and her associated partners who have built a time-tested practice of excellence, professionalism and out-of-the-box marketing approaches to successfully positioning clients in the spotlight. Ms. Evans is a talented advisor with keen ability to quickly assess, develop and implement communications platform and build thriving relationships.

Ms. Evans is currently president of the **Black Public Relations Society of New York City**, a charter member of the prestigious [Gotham Network's Diversity Group](#), and the creator of *The Living Room* forums, professionally moderated gatherings designed to empower and inspire women through focused dialoguing within a warm, nurturing environment. Ms. Evans is also a **small business advocate** who has served as guest speaker at [New York University](#), non-profit organizations, and businesses throughout the nation.

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